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## Enterprise & Public Sector Development

**Increase effectiveness and competitiveness to maximize profitability through improved performance of enterprises and public sector.**

Socio-economic, agricultural, agro-industrial and rural development issues have over many years occupied a prominent place in the thinking and development efforts of the Middle East and North Africa. It has become evident that these developments are not only the concern of governments but also of non-governmental institutions and the private sector. The trend is strengthened through the accelerated pace of privatization in most developing countries. Field experience shows that institutions in their physical and human set-ups play crucial roles in the economy.

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## Product Promotion & Marketing



For more than 6000 years, trading has been and is still very much so, the living passion in Lebanon. The Phoenicians, surpassed in the navigation techniques, established trade routes to Europe and Western Asia long before any other part of civilization was on the move. Commodities like olive oil, wine and timber followed by refined products of textile, metals and glass made them ever-lasting symbols in history.

Vitech Consulting s.a.l. aims to act as facilitator between producer and consumer, specializing in agro-food products. Sustainable development within the agro culture sector is key to a number of developing countries survival, its people's livelihood and improvement of life quality.

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## V I T E

Food Safety material and posters covering Hazard Analysis Critical Control Point (HACCP) and general hygiene areas presented in Arabic. **Contact us** with your request...

On the Quest for Quality in the Tourism & Hospitality Industry with the Mystery Shopper Approach. **Contact us** for a tailor made proposal and additional information.

Web site design, simple and fast - available! For people in business by people in business. Complete service including facilitation of hosting. **Contact us** to be on the web...

ASAIL project supporting Lebanese agro-food industries:

The Chamber of commerce, industry and agriculture of Tripoli (CCIA) in cooperation with Vitech consulting s.a.l. and the American non-profit organization ACDI/VOCA organized on Thursday, July 06, 2006 a lecture for the agro-food sector of Lebanon. The lecture is within the frame of the ASAIL project that was started in January 2006 and that is funded by USAID.

## Tourism & Hospitality



**Tourism** is a service industry comprising a number of tangible and intangible components. The

## IT Solution



Nowadays the world witnesses an increasing need for exposure and



tangible elements include transport systems, such as, air, road and water as well as hospitality services, accommodation, foods and beverages, tours, souvenirs, and related services such as banking, insurance, safety and security. The intangible elements include rest and relaxation, culture and history, adventure, a new and different experience.

Every stakeholder is responsible to impress and give tourists, domestic, regional and international the value and service expected the first time and every time.

**Read more >>**



visibility. Same applies to the tools used to meet this need.

Vitech consulting s.a.l. aims at facilitating your company's communication processes through offering you a simple, tailor-made solution: an efficient website that helps you market your business activities putting them under the right light.

A website reflects the identity of the company. It has to be professional, informative, functional and user friendly.

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